

Sherborn Power Choice

Education and Outreach Strategy

December 8, 2023

This document presents a draft public Education and Outreach Plan for the Sherborn Power Choice Program (the Program). These efforts have been customized to ensure that the population of Sherborn has as much access as is possible to Program information and resources.

Sherborn (the Town) will be able to finalize the strategy once the Program launch date and pricing have been established, which cannot happen until after the Department of Public Utilities (Department) approves the Town's municipal aggregation plan (Plan) and the Town selects a competitive electricity supplier for the Program.

I. Education and outreach schedule

A. Aggregation Plan development period

While developing its Plan, the Town began engaging the community with the Program by making the Plan available for public comment on March 8, 2021 (see Petition for Approval of Municipal Aggregation Plan (Petition), Attachment F for a copy of the presentation). The formal announcement and public presentation of the proposed draft Plan was publicized as follows:

- On the Town website
- On the Program website
- Through the Town's e-alert distribution
- Sent to local media publications, including the Hometown Weekly
- Announcement at Select Board meetings
- In social media outlets known or believed to be widely accessed by the Town's citizens
- In the Council on Aging weekly email communication

The draft Plan was made available on the Program's website. A public comment period of three weeks was announced and comments were solicited (see Petition, Exhibit 3, Attachment G for copies of comments received).

The Town also developed initial Program branding and an initial handout, and launched an informational website, which is available at SherbornPowerChoice.com, and made customer support available to the public through the website so the public could get early answers to questions about the Program.

See Petition, Attachment E for a copy of communications sent out about the public presentation of the Plan and public comment period.

B. Regulatory review period

While Sherborn's Plan is undergoing regulatory review, the Town plans to continue building general awareness about aggregation and about the Town goals to increase the renewable energy content of the community's electricity supply.

As part of those efforts, the Town will endeavor to connect with community organizations. These are expected to include groups that provide support for vulnerable populations such as low-income homeowners, renters, in particular those living in subsidized housing, seniors, immigrant populations and non-English speakers, seniors, and veterans, as well as existing organizations that support other community institutions and faith-based institutions. The Town will also target groups whose missions focus on environmental and sustainability issues. For example:

- Council on Aging
- Woodhaven (Town-owned senior apartments)
- Leland Farms Condominium Association
- Veterans Agent
- Pilgrim Church
- First Parish Church
- St. Theresa's Church
- Sherborn Meadows Condominium Association (senior housing)
- Sherborn Village Condominium Association (senior housing)
- Upper Charles Climate Action
- Dover-Sherborn High School Sustainability Task Force

To ensure access to Program information during this period and on an ongoing basis during Program operation, the Town will provide a link to SherbornPowerChoice.com and basic information about the Plan in a prominent location on the Town's website. Once complete and approved by the Department, the final version of all Program documents and educational materials will be made available and updated on SherbornPowerChoice.com.

C. Electricity supply contract is signed

After the regulatory review process is complete, the electric service agreement (ESA) is signed. Signing the ESA does not itself include any outreach to the general community, but it is a milestone that moves the Town toward the formal education and outreach efforts that immediately precede Program launch.

The ESA is signed as a result of a competitive procurement process. With the signed ESA in place, the Town knows the Program pricing, the Program structure and the amount of any additional renewable electricity that will be available through the Program, the competitive supplier, and the ESA duration.

D. Formal public education and outreach period

During the period of time between when Sherborn signs its ESA and Program enrollments, the Town will conduct a formal public education and outreach effort. That effort will include the following:

1. **ESA announcement + website update + outreach to community organizations**

The Town will publicize a **press release/announcement** about the Program launch and Program details via/to:

- On the Town website
- On the Program website
- Through the Town's e-alert email distribution system
- Sent to local media publications, including the Hometown Weekly, Metrowest Daily News, and The Press
- Announcement at Select Board meetings
- In social media outlets, such as Next Door Sherborn, known or believed to be widely accessed by the Town's citizens, and the Sustainable Sherborn Facebook page
- In the Council on Aging weekly email communication and, if its publication schedule permits, in the Council on Aging newsletter, *The Link*
- Pine Hill School and Dover-Sherborn High School newsletters

The Town will send Program details to the community groups and organizations and faith-based communities mentioned previously with specific information about options, pricing and launch. The Town will make itself available to answer questions and meet with staff and/or constituents as requested.

The **Program website** will be updated to include the following information:

- Competitive supplier name and customer support information
- Program pricing and Program option descriptions
- Information about the renewable energy content in the Program offerings
- A form that allows customers to select a Program option
- Opt-out information and a form for opting out online
- Information about how to opt in to the Program, for those customers who will not be automatically enrolled, including an online enrollment form
- Information on submitting tax exemption documentation
- Additional resources, such as the approved Plan and the ESA

2. **"Coming soon" postcard mailing by the competitive supplier**

- To ensure the public is looking for and recognizes the opt-out notice as an important and legitimate communication from the Town, a "coming soon" postcard will be mailed to Eligible Customers in Sherborn. The contracted competitive supplier will cover the cost of the postcard and will execute the mailing.

3. **Opt-out notice mailing by the competitive supplier + public education events**

- The opt-out notice, reply card, return-addressed, postage-paid reply envelope, and product summary form will be mailed to Eligible Customers in Sherborn, accompanied by the D.P.U.-

required Language Access Document¹.

- The Town will host **at least two community-wide public education sessions** that are available to the general public: **at least one public education session through the Sherborn Council on Aging that is targeted for seniors** and at least one additional session for the general public. The public information sessions will be publicized in the Program announcement and on the Program website. In addition, the Town will publicize the information sessions to community groups and ask them to share the dates with their members via email, social media, and other means.

4. Anticipated materials for the public education effort

- **Informational presentation:** An informational presentation will be created to provide a Program overview at public education events
- **Revised informational brochure:** The informational brochure created previously will be revised and distributed as is possible in public buildings, to community groups, and at public information sessions about the Program, as well as electronically. The brochure will provide Program details such as pricing, Program options, how to opt out, and participation information.
- **E-alert and a press release for local print media**

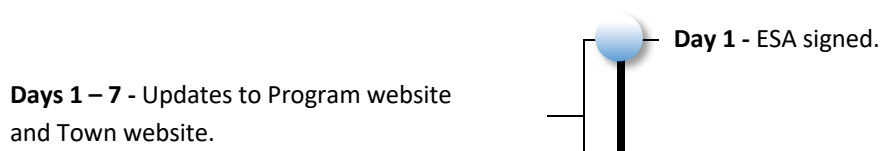
The opt-out notice and customer education materials (announcements, slides, presentations, brochures) will state that Eligible Customers will be automatically enrolled in the Program unless they opt out.

5. Customer support

Customer support will remain available via a toll-free phone number, through the customer support form on the Program website, and via email.

6. Illustrative Program outreach timeline

Sherborn will endeavor to launch the Program as soon as is possible after signing an ESA. The timeline below is illustrative. The actual timeline will be dependent on the actual length of time between when the ESA is signed and the Program is scheduled to launch, as well as other factors such as the availability of public spaces for meetings.

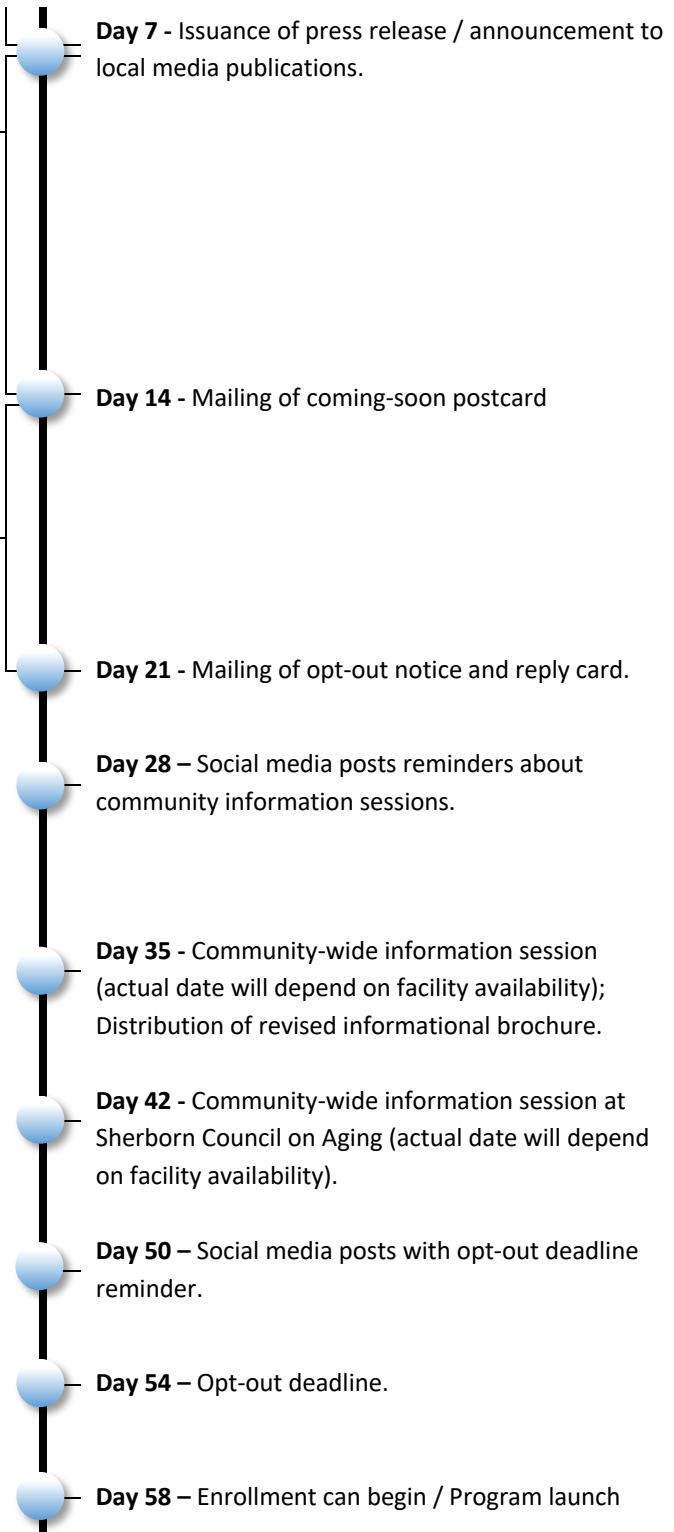


¹ The required Language Access Document translates the following text into 26 languages that, according to U.S. Census Bureau data, are the languages spoken by Massachusetts residents with limited English proficiency:

Important notice enclosed from Sherborn about your electricity service. Translate the notice immediately. Call the number or visit the website, above, for help.

Days 7 – 14 - Posting of announcement on Town website; Dissemination of announcement through Town e-alert system; Social media posts. Dissemination of Program details to community groups, organizations, and faith-based communities, Town committees, Council on Aging email, and *The Link*.

Days 14 – 21 - Additional social media posts; Expected publication of press release / announcement in local media; ESA announcement at Select Board meeting (actual date TBD depending on Select Board schedule).



Discounts provided by Eversource to low-income customers will not be impacted by their enrollment in the Program.

E. After Program launch

After Program launch, customer support will remain available via phone, email, and the web for the duration of the Program.

The Town will notify customers of any change in product price or renewable energy content consistent with all notification requirements for the competitive supply market required by the Department that are applicable to municipal aggregations. At least 30 days prior to a change in Program price (including a change in Program price due to a change in law) or renewable energy content or the start of a new ESA (regardless of whether there is a change in Program price, renewable energy content or term) the Town will notify Program participants by direct mail and also by issuing a media release, posting a notice in Town Hall, posting a notice on the Town's municipal website, and posting a notice on the Program website, SherbornPowerChoice.com. The notice will include the product summary form and will contain the new Program price, term, fees, and renewable energy content, and will contain the applicable basic service rate and inform participants that they may opt out of the Program at any time and return to Basic Service at no charge.

If, after Program launch, there is a change in law (i.e., "regulatory event" or "new taxes" per Article 18 of the ESA) that results in a direct, material increase in costs during the term of the ESA, the Town and the competitive supplier will negotiate a potential change in the Program price. At least 30 days prior to the implementation of any such change, the Town will notify Program participants as described above. The Town will notify the Department Consumer Division prior to the implementation of any change in Program price related to a change in law. Such communication will occur at least ten business days prior to the consumer notification and include copies of all media releases, Town Hall and website postings, and other communications the Town intends to provide to customers regarding the change in price.

As part of its ongoing service, the Town will provide the disclosure information required by G.L. c. 164, § 1(F)(vi) and 220 C.M.R. § 11.06. Like the other Massachusetts aggregations, the Town has requested a waiver from the requirement that the disclosure label be mailed to every customer and seeks permission instead to provide the information through alternative means. Specifically, on a quarterly basis or as received by the Program's competitive supplier, the Town will publicize either the disclosure label or a link to download a PDF of the complete disclosure label along with explanatory text such as the following:

The electricity supplier for Sherborn Power Choice, the Town's electricity Program, has sent an updated electricity generation disclosure label. Participants in Sherborn Power Choice can use this label to learn about the electricity supplied through the Program, including the sources of that electricity.

The Town will publicize the labels in in May, August, November, and February.. The Town will publicize them in the following ways:

- By posting a physical notice and disclosure label on a bulletin board at Town Hall, the Sherborn Council on Aging, and the Sherborn Library

- As a news item on the home page of the Town website with a link to the Program website where the label can be found
- Through the Town's e-alert email distribution system
- Via social media outlets, such as Next Door Sherborn, believed to be widely accessed by the Town's citizens, and the Sustainable Sherborn Facebook page
- Via announcement on the Town's cable access channel, Dover Sherborn Cable Television, with information about where the disclosure label can be found (online and physical)
- By posting a notice on the Town's Facebook page with a link to where the label can be found
- By posting a notice and disclosure label on the Program website

[Note: Appears in § IV.]II. Access for customers with limited English proficiency and who require other assistance

The 2015 American Community Survey 5-year estimate provides estimates of the number of members of specific language communities that speak English less than very well. The table below presents, for each language community, the estimated population that speaks English less than very well in Sherborn and also that population's percentage of the total population of Sherborn. The table assumes a total Sherborn population of 4,058, and that total and all data in the table are taken directly from the 2015 American Community Survey 5-year estimate.² Please see Appendix A for a copy of the original data and the data source.

Population speaking English less than very well

Language	Number of speakers	% of total Sherborn population
Spanish or Spanish Creole	12	0.30%
Italian	9	0.22%
Portuguese or Portuguese Creole	26	0.64%
Russian	14	0.34%
Chinese	18	0.44%

To ensure adequate access to the aggregation opt-out notice and other information about the Program for electricity customers with limited English proficiency, Sherborn will:

- Provide on-demand machine translation of the Program website before, during, and after Program launch, including price change announcements, which are featured on the website home page.

² Table B16001: Language Spoken at Home by Ability to Speak English for the Population 5 Years and Over

- Include the Department-required Language Access document as a cover sheet with the opt-out notice mailing. The Language Access document will include the following text translated into 26 languages:

Important notice enclosed from Sherborn about your electricity service. Translate the notice immediately. Call the number or visit the website, above, for help.

In addition, the Language Access document will include the MassRelay TTY phone number for both Spanish and English speakers.

- Provide on-demand phone interpreting in 200 languages via the Program's toll-free customer service telephone number before, during, and after Program launch.

Any further need for interpreting or translation will be addressed on an ad hoc basis as the need becomes known to the Town, both before and after Program launch.

III. Access for customers with a physical disability or who require visual or audio assistance

To the extent possible, all public education events will be held in accessible spaces such as Town buildings. In the event that public education events cannot be presented as in-person events, they will be held online and as such will be accessible to those with limited mobility. Customers who are deaf or hard of hearing may request an ASL interpreter at these public events from customer support using the web form or via email, and this option will be communicated as a part of the Town's publicity about the events.

Before Program launch and on an ongoing basis after Program launch, customers who are blind or otherwise visually impaired may request assistance reading Program materials and the Program website, which will include price change information, by calling the customer support number. For customers who are deaf or hard of hearing, the Language Access Document, which will accompany the opt-out notice, will include TTY phone numbers for use by both English- and Spanish-speaking customers. In addition, customer support will be available via multiple modalities: voice (phone) as well as written (web form and email) both before and after Program launch.

IV. Competitive supply customers

Where the Town's education and outreach materials address the availability of the Program to competitive supply customers, those materials will disclose that such customers may be subject to penalties or early termination fees from their competitive supplier if they switch from competitive supply to the Town's Program during the term of a competitive supply contract. The Town will provide the Department with a copy of any materials it proposes to send to competitive supply customers for the purpose of notifying them of their eligibility to receive power from the Program. The Town will provide such materials to the Department no later than ten business days prior to the proposed date of issuance.

V. Enrollment procedures and pricing

Enrollment procedures

Enrollment Scenario	Enrollment Procedures
Eligible Customers at Program launch	<p><i>All Customers</i></p> <p>An opt-out notice will be mailed to all Eligible Customers at Program launch. After the completion of the 30-day opt-out period, inclusive of mailing, the competitive supplier will enroll all Eligible Customers who did not opt out.</p>
New Eligible Customers identified after Program launch	<p><i>All Customers except Very Large C&I</i></p> <p>An opt-out notice will be mailed to all identified New Eligible Customers after Program launch. After the completion of the 30-day opt-out period, inclusive of mailing, the competitive supplier will enroll all Eligible Customers who did not opt out.</p> <p><i>Very Large C&I</i></p> <p>Same as above except the opt-out notice will include the current, market-based prices.</p>
Customers who opted out and later want to enroll	<p><i>All Customers</i></p> <p>Customers may enroll in the Program by contacting Program customer support or the competitive supplier.</p>
Customers on third-party supply at Program launch who want to enroll in the Program after their supply contract ends	<p><i>All Customers</i></p> <p>Customers may enroll in the Program by contacting Program customer support or the competitive supplier.</p>
All customers enrolled in the Program at the start of a supply term under a new ESA, including any customers currently on market-based prices.	<p><i>All Customers</i></p> <p>At least 30 days prior to the effective date of a price change under a new ESA, Program participants will be informed through postings on the Program and municipality websites, media releases, social media, a physical posting in municipal buildings and a direct mail notice containing the new price, term, fees, renewable energy content, and applicable Basic Service rate, in accordance with Section IV.4 above. Customers enrolled in an optional opt-in product that will change voluntary renewable content will be informed that they must affirmatively re-enroll in the new optional product (or affirmatively enroll in the default product or other optional product) or they will be returned to Basic Service. Customers enrolled in the default opt-out product shall be notified that they will be re-enrolled in the new default product unless they opt out.</p>

Enrollment Pricing

Enrollment Scenario	Enrollment Pricing
Eligible Customers at Program launch	<i>All Customers</i> Program pricing for all product offers.
New Eligible Customers identified after Program launch	<i>All Customers except Very Large C&I</i> Program pricing for all product offers. <i>Very Large C&I</i> Market-based price based on then-current wholesale prices and competitive supplier costs at the time the customer wants to enroll. The competitive supplier will provide a market-based price that is fixed for the remainder of the current ESA.
Customers who opted out and later want to enroll	<i>All Customers</i> Market-based price based on then-current wholesale prices and competitive supplier costs at the time the customer wants to enroll. The competitive supplier will provide a market-based price that is fixed for the remainder of the current ESA.
Customers on third-party supply at Program launch who want to enroll in the Program after their supply contract ends	<i>Residential and Small C&I</i> Program pricing for all product offers. <i>Medium, Large, and Very Large C&I</i> Market-based price based on then-current wholesale prices and competitive supplier costs at the time the customer wants to enroll. The competitive supplier will provide a market-based price that is fixed for the remainder of the current ESA.
All customers enrolled in the Program at the start of a supply term under a new ESA, including any customers currently on market-based prices	<i>All Customers</i> Program pricing for all product offers.

Appendix A – Source data for population speaking English less than very well

The original data source is Table B16001 from the US Census data, which is entitled *Language Spoken at Home by Ability to Speak English for the Population 5 Years and Over*. The table can be accessed directly at the following link:

<https://data.census.gov/cedsci/table?q=B16001%3A%20LANGUAGE%20SPOKEN%20AT%20HOME%20BY%20ABILITY%20TO%20SPEAK%20ENGLISH%20FOR%20THE%20POPULATION%205%20YEARS%20AND%20OVER&t=Language%20Spoken%20at%20Home&g=8600000US01770&tid=ACSDT5Y2015.B16001&hidePreview=true>

A copy of the original data table is below. The data was accessed on 110520:

GEO_ID	id	8600000US01770	
NAME	Geographic Area Name	ZCTA5 01770	
		Estimate	Margin of Error
B16001_001E	Total	4058	73
B16001_002E	Speak only English	3805	112
B16001_003E	Spanish or Spanish Creole	36	32
B16001_004E	Spanish or Spanish Creole Speak English very well	24	26
B16001_005E	Spanish or Spanish Creole Speak English less than very well	12	19
B16001_006E	French (incl. Patois, Cajun)	18	19
B16001_007E	French (incl. Patois, Cajun) Speak English very well	18	19
B16001_008E	French (incl. Patois, Cajun) Speak English less than very well	0	12
B16001_009E	French Creole	0	12
B16001_010E	French Creole Speak English very well	0	12
B16001_011E	French Creole Speak English less than very well	0	12
B16001_012E	Italian	18	21
B16001_013E	Italian Speak English very well	9	15
B16001_014E	Italian Speak English less than very well	9	15
B16001_015E	Portuguese or Portuguese Creole	45	40
B16001_016E	Portuguese or Portuguese Creole Speak English very well	19	21
B16001_017E	Portuguese or Portuguese Creole Speak English less than very well	26	38
B16001_018E	German	16	18
B16001_019E	German Speak English very well	16	18
B16001_020E	German Speak English less than very well	0	12

B16001_021E	Yiddish	0	12
B16001_022E	Yiddish Speak English very well	0	12
B16001_023E	Yiddish Speak English less than very well	0	12
B16001_024E	Other West Germanic languages	0	12
B16001_025E	Other West Germanic languages Speak English very well	0	12
B16001_026E	Other West Germanic languages Speak English less than very well	0	12
B16001_027E	Scandinavian languages	0	12
B16001_028E	Scandinavian languages Speak English very well	0	12
B16001_029E	Scandinavian languages Speak English less than very well	0	12
B16001_030E	Greek	0	12
B16001_031E	Greek Speak English very well	0	12
B16001_032E	Greek Speak English less than very well	0	12
B16001_033E	Russian	14	27
B16001_034E	Russian Speak English very well	0	12
B16001_035E	Russian Speak English less than very well	14	27
B16001_036E	Polish	0	12
B16001_037E	Polish Speak English very well	0	12
B16001_038E	Polish Speak English less than very well	0	12
B16001_039E	Serbo-Croatian	0	12
B16001_040E	Serbo-Croatian Speak English very well	0	12
B16001_041E	Serbo-Croatian Speak English less than very well	0	12
B16001_042E	Other Slavic languages	0	12
B16001_043E	Other Slavic languages Speak English very well	0	12
B16001_044E	Other Slavic languages Speak English less than very well	0	12
B16001_045E	Armenian	0	12
B16001_046E	Armenian Speak English very well	0	12
B16001_047E	Armenian Speak English less than very well	0	12
B16001_048E	Persian	0	12
B16001_049E	Persian Speak English very well	0	12
B16001_050E	Persian Speak English less than very well	0	12
B16001_051E	Gujarati	0	12
B16001_052E	Gujarati Speak English very well	0	12
B16001_053E	Gujarati Speak English less than very well	0	12

B16001_054E	Hindi	0	12
B16001_055E	Hindi Speak English very well	0	12
B16001_056E	Hindi Speak English less than very well	0	12
B16001_057E	Urdu	0	12
B16001_058E	Urdu Speak English very well	0	12
B16001_059E	Urdu Speak English less than very well	0	12
B16001_060E	Other Indic languages	22	37
B16001_061E	Other Indic languages Speak English very well	22	37
B16001_062E	Other Indic languages Speak English less than very well	0	12
B16001_063E	Other Indo-European languages	0	12
B16001_064E	Other Indo-European languages Speak English very well	0	12
B16001_065E	Other Indo-European languages Speak English less than very well	0	12
B16001_066E	Chinese	18	27
B16001_067E	Chinese Speak English very well	0	12
B16001_068E	Chinese Speak English less than very well	18	27
B16001_069E	Japanese	0	12
B16001_070E	Japanese Speak English very well	0	12
B16001_071E	Japanese Speak English less than very well	0	12
B16001_072E	Korean	9	13
B16001_073E	Korean Speak English very well	9	13
B16001_074E	Korean Speak English less than very well	0	12
B16001_075E	Mon-Khmer, Cambodian	0	12
B16001_076E	Mon-Khmer, Cambodian Speak English very well	0	12
B16001_077E	Mon-Khmer, Cambodian Speak English less than very well	0	12
B16001_078E	Hmong	0	12
B16001_079E	Hmong Speak English very well	0	12
B16001_080E	Hmong Speak English less than very well	0	12
B16001_081E	Thai	0	12
B16001_082E	Thai Speak English very well	0	12
B16001_083E	Thai Speak English less than very well	0	12
B16001_084E	Laotian	0	12
B16001_085E	Laotian Speak English very well	0	12
B16001_086E	Laotian Speak English less than very well	0	12

B16001_087E	Vietnamese	0	12
B16001_088E	Vietnamese Speak English very well	0	12
B16001_089E	Vietnamese Speak English less than very well	0	12
B16001_090E	Other Asian languages	19	29
B16001_091E	Other Asian languages Speak English very well	19	29
B16001_092E	Other Asian languages Speak English less than very well	0	12
B16001_093E	Tagalog	0	12
B16001_094E	Tagalog Speak English very well	0	12
B16001_095E	Tagalog Speak English less than very well	0	12
B16001_096E	Other Pacific Island languages	0	12
B16001_097E	Other Pacific Island languages Speak English very well	0	12
B16001_098E	Other Pacific Island languages Speak English less than very well	0	12
B16001_099E	Navajo	0	12
B16001_100E	Navajo Speak English very well	0	12
B16001_101E	Navajo Speak English less than very well	0	12
B16001_102E	Other Native North American languages	0	12
B16001_103E	Other Native North American languages Speak English very well	0	12
B16001_104E	Other Native North American languages Speak English less than very well	0	12
B16001_105E	Hungarian	30	48
B16001_106E	Hungarian Speak English very well	30	48
B16001_107E	Hungarian Speak English less than very well	0	12
B16001_108E	Arabic	8	13
B16001_109E	Arabic Speak English very well	8	13
B16001_110E	Arabic Speak English less than very well	0	12
B16001_111E	Hebrew	0	12
B16001_112E	Hebrew Speak English very well	0	12
B16001_113E	Hebrew Speak English less than very well	0	12
B16001_114E	African languages	0	12
B16001_115E	African languages Speak English very well	0	12
B16001_116E	African languages Speak English less than very well	0	12
B16001_117E	Other and unspecified languages	0	12
B16001_118E	Other and unspecified languages Speak English very well	0	12

B16001_119E	Other and unspecified languages Speak English less than very well	0	12
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